



## PRESS RELEASE

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### **Lufthansa inspires India to travel with its new brand campaign #LifeChangingPlaces**

- **Showcases stories of travellers inspired by destination experiences, including the story of an Indian IT Consultant who was inspired by New York to switch to a career in music**
- **As part of this, Lufthansa has introduced a ‘Mobile Inspiration Tool’ that uses Artificial Intelligence to recommend ‘life-changing places’ basis users’ surroundings**
- **The international campaign is characterized by diversity, rich audio-visual content, consistent 360-degree cross-media interlocking and creative formats**

Building on the global success of its latest brand claim ‘Say Yes to the World’, Lufthansa today launched a new cross-media brand campaign in India, namely #LifeChangingPlaces. Following the brand’s legacy of promoting open-mindedness, this campaign celebrates five real-life explorers who were rewarded with enriching experiences on their travels.

Through strong visual storytelling, #LifeChangingPlaces invites global travelers to explore the limits of who they are and find out who they can be. First launched globally in 2017, the campaign has now come alive in India with the story of Somnath Haldar. An IT consultant based in India, Somnath turned to music after he stumbled upon New York’s vibrant Jazz scene on a trip to the city. The journey transformed his life, leading him to leave his job and pursue his passion as a music teacher back home in India.

Commenting on the strategic thought behind the campaign, Michael Knapp, Director B2C Marketing Asia Pacific, Lufthansa said: “Places can change people. They can inspire and motivate them to become more of who they are by opening them up to new experiences. At Lufthansa, we want to enable such experiences for everyone. That is the main goal of our brand campaign. As a premium international airline and a proud driver of globalization, Lufthansa remains committed to being a preferred travel partner to the global Indian who values quality, reliability and a sense of adventure.”

With the India story launched, the thought behind #LifeChangingPlaces now resonates with five incredible travel stories set in New York, Mexico, Lofoten, France, and Cape Town. The video highlights of these powerful journeys can be viewed at [www.lifechangingplaces.com/in-en/](http://www.lifechangingplaces.com/in-en/).

Speaking on the launch of the latest phase in India, George Ettiyil, Senior Director Sales, South Asia, Lufthansa Group Airlines said: “As a travel market, India is constantly evolving and expanding at a tremendous pace. A growing number of travelers, from different industries, demographic groups and parts of the country, are now choosing international destinations in search of enriching experiences. Our latest marketing campaign lends support to our sales activities in India by reaching out to a new generation of would-be explorers to go on inspirational journeys with Lufthansa. We wish to serve as an enabler for a travel savvy Indian nation to pursue newer adventures and horizons in their quest for self-discovery.”

## **Strong cross-media focus and launch of ‘Mobile Inspiration Tool’**

Backed by powerful audio-visual content, the roll-out of #LifeChangingPlaces in India will differentiate itself on its strong cross-media interlocking and engagement across online, social media, TV, print, OOH and cinema. The campaign will further leverage innovative tools, creative formats and localized content to enhance delivery of the brand message to target audiences.

One such innovative tool launched for this campaign is Lufthansa’s Artificial Intelligence-led ‘Mobile Inspiration Tool’, which recommends potentially ‘life-changing destinations’ based on photos of where users are. One simply needs to log on to [www.lufthansa.com/places](http://www.lufthansa.com/places) on a mobile device, click the photo of any surrounding object, and allow the tool to search through a database of several object-location combinations to suggest a ‘life-changing place’ for the user.

Over the coming months, Lufthansa will take the campaign further through a strategic BTL campaign backed by a creative social media concept, specialized targeting, contextual advertising, user experiences and engagement, long-format podcasts, relevant platforms and partnerships, and much more.

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